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CITE EXTENSION



From the
Communication, Information, and Technology Staff
Extension Service, USDA
Rm. 3328-S. Bldg., Washington, DC 20250-0900
FAX 202-475-5289
Phone 202-447-6145

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G

lobalink Can Help Farmers Make Marketing Decisions

Globalink, a satellite commodities market information system, can help farmers make marketing decisions within minutes of indicated changes at the Chicago Board of Trade. Subscribers to this system, including the College of Agricultural Sciences at the University of Delaware, are privy to the most up-to-date and accurate pricing information to help farmers decide when it will be most

profitable to sell their crops.

Marketing Specialist Tracks Marketing Info

The satellite system's signal, picked up by a 48-inch dish on a university rooftop, is linked to a computer operated by Carl German, a Delaware Extension crops marketing specialist. Globalink's speed and accuracy have eliminated hours of research and long-distance calls to Chicago.

Commodity Price Lists

Globalink includes daily price updates on commodity futures, and gives prices of any agricultural commodity at any given time. The program also includes information on currencies and prices of metals, petroleum, and industrial materials.

"Globalink lets Extension give farmers current and fundamental pricing information that allows them to make their own

grain marketing decisions," says German. "With Globalink we can see all the options," he explains, "whether to hold the crop, sell it as a futures option, or make a cash sale. Our goal is to effect the best net sales price possible."

For information about Globalink, write to: Carl German, Extension crops marketing specialist, Townsend Hall, University of Delaware, Newark, DE 19717-1303; telephone: 302-451-1317.

T

raining Needed?

In certain circles, the term *training needs assessment* is quite popular. To some people, it may seem to contradict itself. If one knows that training is the solution, why do a needs assessment?

What Is It?

Only if you use "need" as a means-oriented verb can you do a training needs assessment. If you use the definition of a need

in keeping with an ends-orientation, then a more accurate label for a *training needs assessment* is a *training requirements analysis*, according to *Performance & Instruction* magazine's November/December 1989 issue. A training requirements analysis can be useful in designing responsive training. You can do this after you define what needs are to be met, what causes the needs, and what objectives you hope to achieve through training.

In a Nutshell

There is almost universal agreement: Objectives relate to ends, results, accomplishments, consequences. There is almost universal confusion concerning needs: Some people see them as relating to means, while others insist they must be related to end results.

If we use *need* to mean a gap in results, then a *needs assessment* identifies, prioritizes, and selects

those gaps. Following from that, *needs analysis* is the process for identifying the causes of the needs. After selecting the needs (assessment) and, identifying causes (analysis), you should then prepare measurable objectives, identify possible ways and means to meet the objectives, and select training as a viable avenue.

M

Meet CIT

Donna C. Browne is secretary to the director of Communication, Information, and Technology. She came on board a little more than 2 months ago.

Big Apple Native

A native of New York City, Donna moved to the Washington, DC, area at the age of 13, when her mother was transferred and promoted within USDA's Food and Nutrition Service. Growing up in Lanham, MD, Donna always enjoyed traveling, which became a way of life for her when her husband joined the Army. During

his time in military service, they lived in Wiesbaden and Kaiserslautern, Germany; and Kileen, TX, and visited many interesting places in Europe and the United States.

USDA—A Family Affair

Because of her mother's background with USDA, it seemed a natural thing for Donna to follow her lead—which she did in 1984 when she came to work for USDA's Office of the Inspector General. Although she had brief stints in other agencies when overseas with her husband, Donna returned to USDA. She worked in several

agencies, including Agricultural Research Service and Office of International Cooperation and Development, which is where we found her!

Misses Her Suitcase

Although happy and challenged in her present position, Donna sometimes misses living "out of a suitcase." She has strong ties to her German friends and neighbors, but is learning to live with a greater sense of permanence thanks, in part, to her 18-month-old daughter, Amanda, and her interests of church, choir, and bowling. But even though her life and



schedule are full and busy, she's still ready to grab that suitcase and go!

L

ong-Distance Learning

The University of Wisconsin-Madison's Continuing Education Department announces a conference, *Distance Teaching/Learning: Challenges for New Learning Systems*, slated for August 8-10, in Madison.

Using New Approaches

To meet learning needs in a changing society, organizations employ new education and training approaches. Distance education uses telecommunications, the computer,

print, or videotapes to reach learners where they work and live. This conference, offering learning choices from more than 40 sessions, can help teachers, trainers, administrators, managers, instructional designers, producers, researchers,

and others involved in, or exploring, distance education.

For a detailed brochure, contact **Conference Coordinators Chere Gibson**, 608-262-8611; or **Chris Olgren**, at 608-262-5525.

F

act Sheet Aims at Communicators

Each year, ES-USDA provides the National Safety Council (NSC) with a fact sheet for inclusion in the NSC National Farm Safety Week information packets. NSC sends the packets to CES farm

safety specialists and others nationwide.

Do's and Don't's

This year, Extension's farm safety fact sheet is aimed at communicators. Entitled *Farm Safety Fact Sheet—Guide to Com-*

municating Farm Safety for Editors, Illustrators, Cinematographers, and Photographers, the sheet stresses the importance of positive images. It gives some helpful hints to avoid sending subliminal messages that conflict with safe farm practices.

Because of the communications slant, CIT Director **Janet Poley** asked for extra copies for our colleagues in the states. We are including a copy of the fact sheet with each *CITExtension*.

Workshop—How to Work With the Media

Jim Wolfe

(This is the first workshop session report from the recent Washington, DC, regional ACE spring workshop (see *CITE* Extension, 2nd May issue).

This workshop's panel was comprised of **Fred Berns**, from the Berns Bureau; **Sonja Hillgren**, *Farm Journal*; **Steven C. Affens**, WJLA-TV; and **Ron Gardner**, WTTG-TV (local Washington, DC, stations).

Facilitator **Larry Quinn**, from USDA's Office of Public Affairs, called on Gardner and individual panel members to give some idea of how their particular segments of the media operate, and to give tips on how to "make the news," in print or on television.

Make It Vital— Make It Brief

For TV, news releases must have immediate news value. Never submit anything that takes longer than 2 minutes to read aloud. "Weekends are traditionally slow newsdays. They are a good time to respond to a televised editorial," says Ron Gardner, of WTTG-TV.

For all media, use a standout press release, says **Fred Berns**, of the Berns Bureau. Many releases are boring and not timely. Use concise, hard-hitting terms. When preparing a press release, ask yourself, "Why should the news editor or audience care about your news?" "Should anyone care now?"

"Pitch" the news editor. Get on the telephone and "sell" your story. Above all, don't "go fishing" with

the media. Know who you are calling, and why they should care. Don't call an editor when a reporter will do. Most switchboard operators can tell you who handles agricultural stories.

A Time of Change

Says **Sonja Hillgren**, *Farm Journal*, "News is in transition and so is agriculture. Today's educated young people (from 18-35 years old) are just not reading magazines and newspapers." The "news hole" for agriculture is getting smaller in newspapers. The best bet may be specialized newsletters and magazines.

Agriculture's transition centers on the environment—people want farmers to move from using chemical to organic agents for fertilizer and pest control, according to Hillgren.

Focus on the Right Subject

Steve Affens, WJLA-TV, says "People love to watch people. People are the story...not the journalist's ego." As an example, you need only look at the number one show—*America's Funniest Home Videos*. It's a series of people doing pratfalls and being in embarrassing situations, submitted to the show for other people to watch.

When you prepare a story for television, think of it as bringing the audience to meet someone. Tell the story through people.

When you are on assignment with a photo journalist, tell him/her about the story to help the person do a better job. Be aware that some TV stories tell themselves and need little narration.



PubCite

Tabloid format is gaining popularity. A recent example is *Forefront*, published quarterly by Purdue University's Agricultural Experiment Station.

Art, Color, and Photos Enhance Content

The mixture of three colors, line drawings, and photographs sets a pleasant tone for intriguing research news such as

ways to keep up with consumers who are demanding a method to lower cholesterol content in eggs. *Forefront* is another excellent example of an appropriate marriage of design, layout, and content

choice. To obtain a copy, contact **DeeDee Austin**, Editor, *Forefront*, Purdue University Agricultural Experiment Station, AGAD, West Lafayette, IN 47907.

Sources:

Performance & Instruction, National Society for Performance and Instruction, Washington, DC, November/December 1989

Contributors —June 1990 (Issue 1)

**Donna C. Browne
Patricia Calvert
Jodi Horlgan**

**Janet Poley
Cathy Selberg
Nancy Sowers**

CITExtension Publication Staff

**Managing Editor Janet Poley
Editor Jodi Horlgan
Design Tom Poore
Reproduction/Distribution Joyce Calvaruso**

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